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## ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

OCTOBER 2015

TO: Carol Schatz, Suzanne Holley, Henna Sherzai

*Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District*

### ACCOUNT STRATEGY

- Provide media relations support to the DCBID's events.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.

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### PUBLIC RELATIONS

6254(k)  
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s. 1060 &  
1070

- **Wall Street Journal:** [REDACTED]  
On 10.05, Agency fielded an inquiry from the [REDACTED] reporter for the Wall St. Journal looking to secure information/interview regarding [REDACTED]. With assistance from the Econ Dev Team, Agency compiled and prepared a Messaging Doc for Carol's prep and review. Agency coordinated an in-person interview for Carol and [REDACTED] on 10.07 at the DCBID offices. Agency followed up with reporter, who felt he secured all he needed for his piece. Agency continues to monitor for coverage.

*Status: Interview and follow-up complete. Agency monitoring for coverage.*

- **DTLA: The Future of Urban Retail Event Press Release**

With input from Bisnow Invitation and Client, Agency drafted, worked with Client on several rounds of revisions, received client approval, and distributed the Retail Event Press Release to a targeted list of local media on 10.06. Resulting from the Agency's outreach, the editor of DTLA Life requested visuals/graphics to accompany their promotional coverage of the event. Agency worked with Client to supply publication with Cover Graphic of the Retail Event as well as an interior retail image of APC for their use.



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Further, as a partner in the production of the event, Bisnow reporter Julie Nakashima requested an interview with Carol to provide build up editorial for the event. Agency secured preliminary questioning and provided initial messaging for Carol's review. Agency coordinated a telephone interview for 10.16 for Carol and Julie and followed up with reporter to ensure there were no remaining questions or needs for the article. As of 10.31, Bisnow coverage was still pending.

Initial Media Coverage:

BisnowLA

pending

*Status: Distribution complete. Agency continuing follow-up and monitoring for coverage.*

• **DTLA: The Future of Urban Retail Report Press Release**

Per the approved Event Strategy, Agency to draft and distribute a separate Retail Report Press Release upon the conclusion of the event. Utilizing an early copy of the report, Agency developing initial draft of the release. Final draft pending receipt of report highlights as recommended by the Client.

*Status: Ongoing. Agency and Client drafting initial release.*

• **DTLA: The Future of Urban Retail Report: Quote for Carol**

On 10.13, Client requested Agency draft a quote for Carol to be included in the final Retail Report. Agency drafted quote and submitted for Client approval on 10.13. Upon receipt of Client feedback, Agency forwarded revised quote on 10.13 for Client approval. With quote in final form, Client to review with Carol on final Sign-off.

*Status: Complete.*

• **16<sup>th</sup> Annual Public Safety Appreciation Barbecue**

In advance of the 10.15 Safety BBQ, Agency drafted, received Client approval and distributed the Calendar Alert on 9.29 to broadcast, print/web and local event calendars.

On 9.21, Agency secured interest from a reporter at the LA Downtown News, who planned to write a feature based off of the media advisory. Agency forwarded all pertinent information and imagery.

**Media Coverage**

Print/Web

LA Downtown News (Print, Pg 2)  
LA Downtown News (Web)

10.12.15  
10.13.15

Calendars:

Yelp LA  
Eventful  
Event Crazy

Social N LA  
Mommy Poppins  
Downtown News



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#### Events.org

Downtown Los Angeles Localista Magazine  
Events Near Here  
Eye Spy LA  
ABC7 Community Calendar  
Long Beach Press-Telegram  
Red Tricycle  
DTLA Rendez Vous

#### LA Chamber of Commerce

Round Town  
San Gabriel Valley Tribune  
Pasadena Star-News  
CBS SoCal  
PBS SoCal  
Columbia West College Community  
Calendar  
KROQ Events

*Status: Complete.*

- **PATH Press Release**

Agency researched and drafted the initial PATH press release and sent to Client on 10.19 for review, feedback and approval. Upon receipt of Client revisions on 10.23, Agency revised release and submitted for approval. After incorporating additional revisions on 10.28, Agency submitted release for final approval. Agency received Client approval and distributed the release to targeted media outlets on 10.29.

*Status: Distribution complete. Agency is following up with media and monitoring for coverage.*

- **Western Real Estate Business: Downtown LA Byline**

A result of the Agency's media outreach for the Q2 Market Report and Release, Agency secured interest from the editor at Western Real Estate Business, who offered a Byline opportunity for Client in their October Issue. Per Client request, Agency drafted byline, secured Client approval and submitted Byline to reporter.

Media Coverage:

Western Real Estate Business 10.01.15

*Status: Complete.*

- **Wall St. Journal: Homeless in Resurgent Downtowns**

On 10.27, Client received a request from a Wall St. Journal reporter looking to corroborate Downtown LA Population numbers in preparation for a story on the status of the homeless in resurgent downtown areas. Agency inquired with Client and F.Muir whether or not to participate in the story. Per Client direction, Agency notified reporter that the DCBID had no comment at this time.

*Status: Complete.*

- **8<sup>th</sup> Annual Halloween Party for Downtown L.A. Kids**

Agency drafted and forwarded a Calendar Alert and Media Advisory to Client for review and approval on 10.01. Following edits and revisions, on 10.06, Client forwarded the revised



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alert to Agency via email. Upon receiving Client approval and sign off, Agency distributed the Calendar Alert to print/web and local event calendars on 10.07.

On 10.12, LA Downtown News showcased an ad regarding the event. Agency further worked with the Downtown News on an editorial piece promoting the popular event. The feature from LA Downtown News was published on 10.26. To garner greater broadcast interest and coverage for the event, the Agency distributed the approved Media Advisory to all of the local broadcast stations on 10.19 and again the day before the event, 10.30.

### **Media Coverage**

#### Broadcast

KABC-7	10.31.15
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#### Print/Web

LA Magazine	10.20.15
DT News	10.26.15
CBS LA	10.08.15
Alley Cat Scratch	10.12.15
Hollywood Gothique	10.08.15
AXS	10.27.15
WeLikeLA	10.29.15
LA Downtowner	10.20.15

#### Calendar Listings

Yelp LA	LA Magazine
Eventful.com	CBS Local
EventCrazy.com	Alley Cat Scratch
Social N LA	Fun Family Fun
Mommy Poppins	Things To Do In LA
DT News	LA Tourist
Events.org	LA Downtowner
Downtown Los Angeles Localista Magazine	Examiner
Events Near Here	Kids Guide Magazine
Eye Spy LA.com	Mar Vista Mom
ABC7	Pacmutual LA
LA Parent	Clubzone
Red Tricycle	Residence-LA
Jewish Journal	La Cañada Flintridge Real Estate Blog
LA Chamber of Commerce	Events.LA.com
Round Town	Volkswagen Van Nuys Blog
94.7	Presido Home Care Calendar
	Timeout LA

*Status: Complete.*

- **INTERVIEW REQUEST: New York Times**

After facilitating two interviews for Carol with the NYTimes and providing strategic messaging for both, Agency is currently monitoring for publishing. Upon follow-up, Reporter

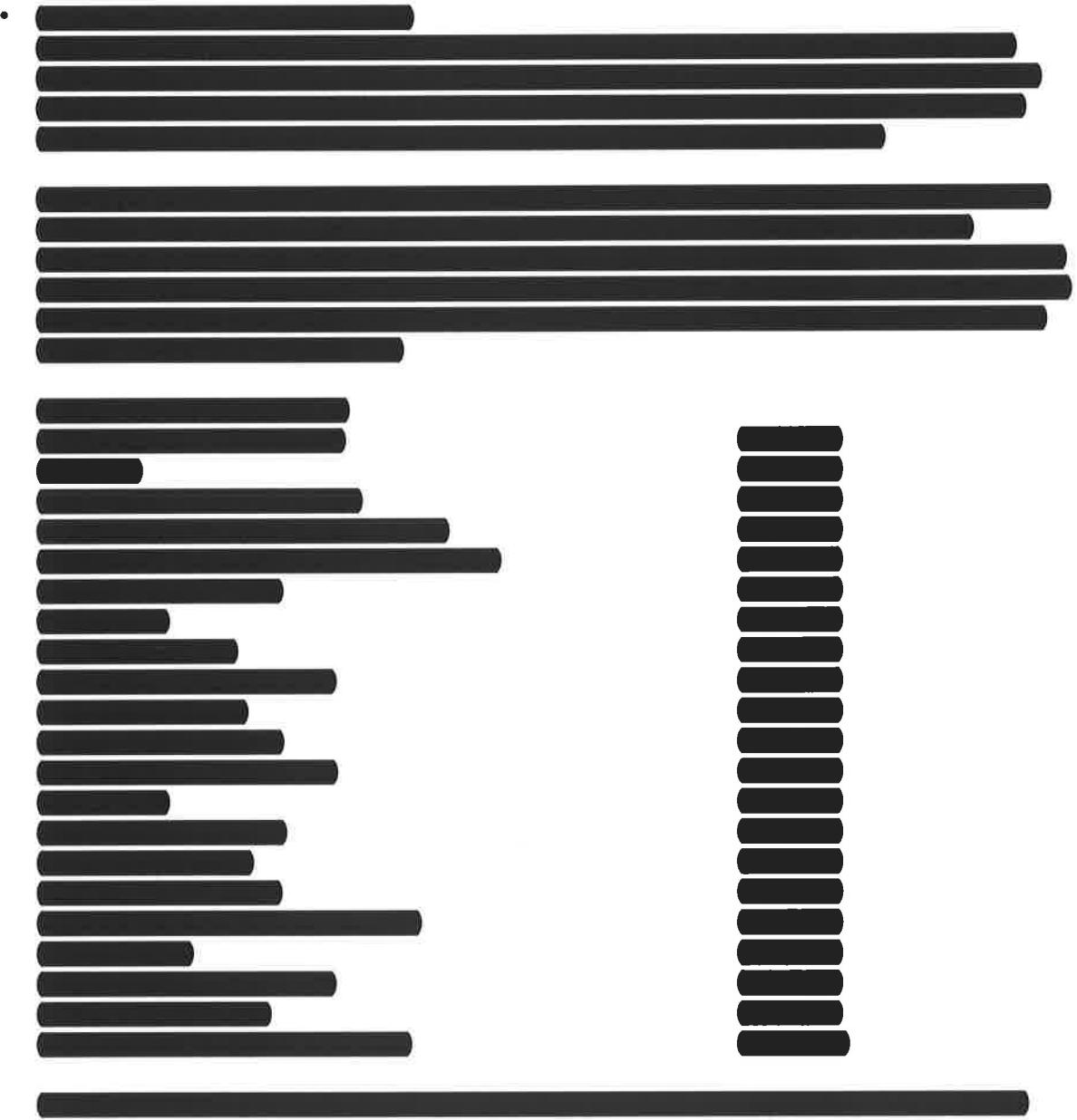


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stated that the story was awaiting new photography and should publish before the end of the October. As of 10.31, story had not yet run.

*Status: Interviews complete. Agency currently monitoring for coverage.*

Non-  
responsive



- **Beacon Study InfoGraphic / Press Release**

On 10.08, Agency and Client discussed the merits of distributing the Report with a Press Release, among other ideas. It was determined that the DCBID would produce an InfoGraphic around the most significant stats and the Agency would distribute to targeted media in early December.



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*Status: Ongoing. Pending development of InfoGraphic and timing.*

- **"Live, Work, Play" Survey Release**

On 10.14, Agency received an email from Client regarding concerns of the sample size of the Survey participants was too small. Agency immediately responded with a call, discussed the concerns with client and agreed that the sample size was more than sufficient as outlined by the third party survey company.

*Status: Complete.*

- **Chain Store Age: Q&A**

On 10.09 Client forwarded a request from Chain Store Age looking for Client input on a story they are working on about Downtown LA. Due to the quick deadline (10.12), Agency drafted the DCBID answers on behalf of the Client and submitted for approval on 10.09. Upon receipt of initial feedback, Agency revised Q&A, received final feedback and approval on 10.11. Agency submitted approved Q&A, along with Carol's headshot on 10.12. Article published on 10.14.15.

Media Coverage:

Chain Store Age

10.14.15

*Status: Complete. Published 10.14.*

6254(a)  
preliminary  
notes

6254(k)  
Evid Code  
s. 1040

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- **WOMEN'S WEAR DAILY: Ad Placement and Editorial Placement**

Subsequent to facilitating interview and providing copy editing of the WWD Advertorial, Agency continued to monitor for publishing. Final Advertorial piece ran in October's first issue.

Media Coverage:

Women's Wear Daily

October, No.1

*Status: Complete. Published 10.01.*

- **WOMEN'S WEAR DAILY: DTLA Editorial**

On 10.01, Client forwarded an inquiry from Kari Hamanaka, the West Coast Retail Editor looking for commentary on what's driving the renewed retail interest in Downtown LA. Agency worked with Client and coordinated a phone interview with Carol on 10.01. After the interview, reporter requested downtown LA imagery to accompany her article. Agency



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forwarded several images from Hunter Kerhart, asking for photo credit. Article published in October's first issue, but reporter elected not to use the imagery.

Media Coverage:  
Women's Wear Daily

October, No.1

*Status: Complete. Published 10.01.*

• **Startups in the Sky: Elevating the Downtown LA Startup Ecosystem**

On 10.21, Client forwarded to Agency the official event invitation for the development of a press release on the event. Agency recommended drafting a media alert as the event is an exciting event for their readership and worthy of being posted in various publications online, creating more exposure. Agency drafted the alert and forwarded to Client on 10.23. Upon approval, Agency distributed the alert to targeted list of tech, consumer and local lifestyle publications. Agency attended event on 10.29 in LA.

*Status: Complete. Calendar alert distributed. Agency to monitor for event coverage.*

## MEETINGS/CALLS/EVENTS

Non-  
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1070

- OCT 01: CALL – Retail Event/Invite (N. Griffin, K. Macy, J. Halloran)
- [REDACTED]
- OCT 07: INTRVW – Wall St. Journal [REDACTED] & C. Schatz)
- OCT 08: CALL – Beacon Report (S. Holley, J. Halloran)
- [REDACTED]
- OCT 15: EVNT – 16<sup>th</sup> Annual Public Safety BBQ (J. Halloran, N. Weiner)
- OCT 16: INTRVW – Bisnow – Retail Event (J. Nakashima & C. Schatz)
- [REDACTED]
- OCT 16: CALL – (H. Sherzai, K. Macy, J. Halloran)
- OCT 22: CALL – Weekly MKTG (N. Griffin, H. Sherzai, K. Macy, J. Halloran, N. Weiner)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- OCT 29: CALL – Weekly MKTG (N. Griffin, H. Sherzai, K. Macy, J. Halloran, N. Weiner)
- OCT 29: EVNT – Start Ups in the Sky (N. Weiner)
- OCT 31: EVNT – 8<sup>th</sup> Annual Halloween Party for Downtown L.A. Kids
- OCT Correspondence – (C. Schatz, [REDACTED] N. Griffin, S. Holley, E. Shore, H. Sherzai, [REDACTED])

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## NEXT STEPS

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- Agency to draft the New Website Press Release, utilizing Client supplied highlights and features.
- Upon receipt of DCBID InfoGraphic, Agency to draft the Beacon/InfoGraphic Report Press Release for Client review and approval.
- Upon receipt of DCBID Q3 Market Report and Highlights, Agency to draft Press Release around its publishing, highlighting significant findings.
- Execute upon the 2015 "pitch calendar" that combines editorial opportunities with key milestones in downtown LA.

### Non-responsive

- [REDACTED]
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to maximize the visibility and value of the DCBID Market Reports, pitching the BID as THE source for Downtown market information.
- Continue to provide public and media relation's strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the 'GET URBAN' Creative and Tech Office Initiative.

## ONGOING MONTHLY ACTIVITIES

- Research
- Clip Tracking
- Account Service
- Client Communication
- Account Report